

5813-24

9/30/2014

1/13



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION
SEP 30 2014

Ms. Elisa Estremera, Federal Registration Specialist
The Clorox Company
c/o PS&RC; Post Office Box 493
Pleasanton, CA 94566-0803

Subject: Non-mandatory Marketing Claims per PR Notice 98-10
Tilex
EPA Registration Number: **5813-24**
Application Date: September 12, 2014
Application Receipt: September 15, 2014

Dear Ms. Estremera:

This acknowledges receipt of your Notification application, submitted under the provisions of FIFRA 3(c) 9 and PR Notice 98-10.

Purpose of the Notification:

The Clorox Company is adding the following Marketing Claims to EPA Reg. No. 5813-24:

[New Look] [Great];
[New Look] [Same] Great -or- Powerful [Bathroom] Cleaner.

General Comments:

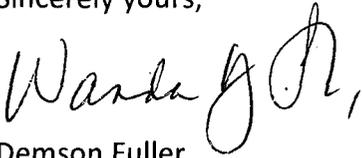
Based on the review of the information submitted, the following comments apply.

The Notification is **Acceptable**.

A copy of the accepted Notification is attached in **Regulatory File Jacket 5813-24** for future reference.

If you have questions or concerns with regard to this Agency Letter, please contact Killian Swift by email at Swift.Killian@epa.gov by telephone at **703-308-6346**. When you are submitting information or data in response to this Agency Letter, please send a copy of this Agency Letter with your response in order to facilitate processing.

Sincerely yours,



for

Demson Fuller
EPA Product Manager 32
Regulatory Management Branch II
Antimicrobials Division 7510P

3113

Please read instructions on reverse before completing form.

Form Approved. OMB No. 2070-0060. Approval expires 2-28-95



United States
Environmental Protection Agency
Washington, DC 20460

| | |
|-------------------------------------|--------------|
| <input type="checkbox"/> | Registration |
| <input type="checkbox"/> | Amendment |
| <input checked="" type="checkbox"/> | Other |

OPP Identifier Number
EE0236

Application for Pesticide - Section I

| | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| 1. Company/Product Number 5813-24 | 2. EPA Product Manager Demson Fuller | 3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted |
| 4. Company/Product (Name) Tilex® | PM# 32 | |
| 5. Name and Address of Applicant (Include ZIP Code) The Clorox Company c/o PS&RC; P. O. Box 493 Pleasanton, CA 94566-0803 <input type="checkbox"/> Check if this is a new address | 6. Expedited Review. In accordance with FIFRA Section 3(c)(3)(b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____ | |

Section - II

| | |
|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <input type="checkbox"/> Amendment - Explain below. | <input type="checkbox"/> Final printed labels in response to Agency letter dated _____ |
| <input type="checkbox"/> Resubmission in response to Agency letter dated _____ | <input type="checkbox"/> "Me Too" Application. |
| <input checked="" type="checkbox"/> Notification - Explain below. | <input type="checkbox"/> Other - Explain below. |

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Notification of non-mandatory marketing claims per PR Notice 98-10. See page 7 bullets 4 and 5. This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. § 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under § 12 and § 14 of FIFRA.

Section - III

| | | | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------|----------------------------------|
| 1. Material This Product Will Be Packaged In: | | | | 2. Type of Container | |
| Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No | Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No | Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No | | <input type="checkbox"/> Metal | <input type="checkbox"/> Plastic |
| | | | | <input type="checkbox"/> Glass | <input type="checkbox"/> Paper |
| * Certification must be submitted | | If "Yes" Unit Packaging wgt. | No. per container | Other (Specify) _____ | |
| | | If "Yes" Package wgt. | No. per container | | |
| 3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container | | 4. Size(s) Retail Container | | 5. Location of Label Directions <input type="checkbox"/> | |
| 6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled | | | <input type="checkbox"/> Other _____ | | |

Section - IV

| | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-----------------------------------------------------------------------|
| 1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.) | | |
| Name Elisa Estremera | Title Federal Registration Specialist | Telephone No. (Include Area Code) (925) 368-9017 |
| Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law. | | 6. Date Application Received (Stamped) |
| 2. Signature | 3. Title Federal Registration Specialist | |
| 4. Typed Name Elisa Estremera | 5. Date September 12, 2014 | |

TILEX®

NOTIFICATION
Date Received: _____
Reviewed By: _____

09-30-14
KILLIAN SWIFT

Contains Bleach



KEEP OUT OF REACH OF CHILDREN.

WARNING: EYE IRRITANT. USE ONLY IN WELL VENTILATED AREAS.

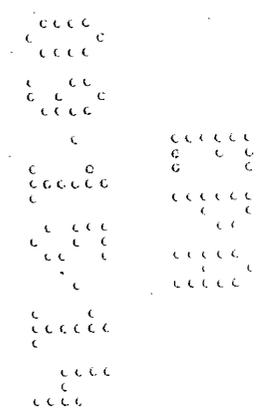
SEE BACK LABEL -or- PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS.

ACTIVE INGREDIENT:
Sodium Hypochlorite 2.40%
OTHER INGREDIENTS: 97.60%
TOTAL: 100.00%

[(Yields 2.28% available chlorine)]

[NET] [WT] _____

Contains No Phosphorus.



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[Best If Used By Date Below:]
EPA Reg. No. 5813-24

EPA Est. No. 5813-CA-3 (A8 or H8), GA-1 (A4), GA-2 (VG), IL-2 (VF);
71106-GA-2 (E8); 71681-GA-1 (JQ), IL-1 (GU), IL-2 (24)
Beginning of batch code indicates Est. No.

For Puerto Rico only: EPA Est. No. 5813-PR-1
U.S. Patent Pending



[[Use your phone to] go here -and/or- scan [[the] tag
-or- [this] code] to learn -or- get -or- see [more] uses
-or- information [on how-to-use [**This Product**]] -or-
[how-to] tips -or- [how-to [-use]] videos] [(Data rates
may apply)]

Questions[?] [or] comments[?]: [Call toll free] 1-800-227-1860
(in the US) -or- (787) 641-4943 (in Puerto Rico)
[or visit www.tilex.com].

A list of this product's ingredients is available at
www.IngredientsInside.com -or- A list of
[this product's] [**product name**] ingredients is available at
[**insert company website**] -or- For more product ingredient
information visit www.IngredientsInside.com.
[Commercial Solutions is a registered trademark of Clorox
Professional Products Company.] Tilex is a registered trademark
of The Clorox Company.

© YYYY Mfd. for The Clorox Company, -or- Clorox Professional
Products Company

1221 Broadway, Oakland, CA 94612

[and Dist. by & © XXXX Clorox Commercial Company,
[Ave. Chardon, #350, Torre Chardon, Suite 320],
[San Juan, PR 00918].

(bracketed text for Puerto Rico only)

Made in [the] USA -or- Made in Puerto Rico

PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

WARNING: Causes substantial but temporary eye injury and can irritate skin. For sensitive skin or prolonged use, wear gloves. Do not get in eyes or on clothing. Vapors may irritate. Use only in well ventilated areas. Avoid prolonged breathing of vapors. **Not recommended for use by persons with heart conditions or chronic respiratory problems such as asthma, emphysema or obstructive lung disease. (this statement will appear in color)** Due to irritating nature, may be harmful if swallowed.

FIRST AID:

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eyes. **IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.

IF INHALED: Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. **IF SWALLOWED:** Call a poison control center or doctor immediately for treatment advice. Have person sip a glassful of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person. Call a poison control center or doctor for further treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

PHYSICAL AND CHEMICAL HAZARDS: This product contains bleach. Do not use or mix this product with other household chemicals such as products containing ammonia, toilet bowl cleaners, rust removers, vinegar or acid. To do so will release hazardous gases.

Residential/Household uses (16 fl oz, 32 fl oz RTU spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill except as described in the directions for use. Refill only with this product. [Please] recycle empty container or discard in trash.

Residential/Household uses (64 fl oz direct application/dilutable non-spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. In case of spill, flood areas with large quantities of water. Product or rinsates that cannot be used should be diluted with water before disposal in a sanitary sewer. Nonrefillable container. Do not refill or reuse this container. [Please] recycle empty container or discard in trash.

Professional/Institutional uses (32 fl oz RTU spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill except as described in the directions for use. Refill only with this product. [Please] recycle empty container or discard in trash.

Professional/Institutional uses (64 fl oz, 128 fl oz direct application/dilutable non-spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. In case of spill, flood areas with large quantities of water. Product or rinsates that cannot be used should be diluted with water before disposal in a sanitary sewer. Nonrefillable container. Do not refill or reuse this container. [Triple rinse promptly, then] [please] recycle empty container or discard in trash.

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Packaging Related Statements and Icons:
[Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)]

[Refill only with this product] [[Easy] Refill Instructions on Back]
Alternate for Refill Bottle: To Refill [Spray Bottles]:

[Remove]

1. Remove trigger sprayer -or- cap [from empty bottle]

[Pour]

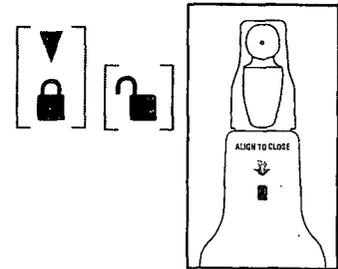
2. Unscrew cap on refill and pour contents directly into empty bottle.

[Use]

3. Replace trigger sprayer [and use as you normally would].

-or-

[Remove trigger sprayer from empty bottle,] unscrew cap and transfer your trigger to this bottle.



Trigger options:

For foaming trigger: Rotate nozzle to foam -or- ON. -or- **To foam:** Close screen on nozzle, or to spray, open screen on nozzle.

To spray every drop: Tilt bottle at a downward angle while spraying.

To refill: Turn trigger on spray bottle [1/4 turn] counterclockwise [and pull upwards] to remove. [After refilling spray bottle,] Replace trigger by aligning [red tip] tube on trigger with [opening] [tube] inside bottle [while pushing down] [-and/or- push [sprayer] [straight] down [until it clicks] [-and/or- locks into place]].

-or-

To refill: Twist trigger [on spray bottle] [1/4 turn] [counterclockwise] [and pull up -or- upward[s]] to remove. [Fill spray bottle with refill solution.] [After refilling spray bottle,] [to replace trigger,] Align [red tip] tube on trigger [head] over [small] opening -or- tube [on] [the] inside [of the bottle]. [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle.] Press [straight] down on the trigger [head], [applying even pressure] [until it clicks -and/or- locks] [into place].

- When almost empty, -or- To spray every drop[,] [:] tilt bottle downward -or- at a downward angle [while spraying].
- [To foam (close screen on nozzle) or spray (open screen on nozzle)].
- To Foam -or- To Spray: Turn -or- Rotate nozzle to foam -or- ON.

-or-

- [[Easy] Refill [Instructions on [the] Back]]

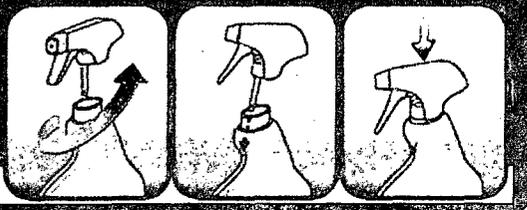
- Twist off, Refill. Align Tip to Tube. Push, Snap to Close.

-or-



TO REFILL SPRAY BOTTLE:

Twist trigger on spray bottle counterclockwise and pull upward to remove. Refill spray bottle. To replace trigger, align red tipped tube on trigger over tube opening inside of the bottle. Press straight down on the trigger until it clicks into place.



Twist off, Refill Align Tip to Tube Push, Snap to Close

Packaging Related Statements and Icons: continued

Optional graphic



More Savings [!],[.] Less Waste [!]-or- More Savings [!]*

*50% less plastic vs. five -or- 5 32 fl oz trigger sprays
(180 oz bottle)

-or-

*55% less plastic vs. four -or- 4 32 fl oz trigger sprays
(136 oz bottle)

-or-

*56% less plastic vs. four -or- 4 32 fl oz trigger sprays
(128 oz bottle)

-or-

*46% less plastic vs. two -or- 2 32 fl oz trigger sprays
(64 oz bottle)

-or-

*28% less plastic vs. one -or- 1 32 fl oz trigger spray
(32 oz bottle)

-or-

*___% less plastic vs. (insert # of bottles) fl oz trigger spray

Packaging Related Claims:

[Now -and/or- New[!]-and/&-or- Improved[!]] to be used as a claims descriptor only for the first 6 months of product on shelf

- ___ oz. = [More than] ___ oz. Trigger Bottles
- Align to close
- Economy [insert size 32 fl oz and less] -and/or- [Size]
- Medium [insert size 24 fl oz and less] -and/or- [Size]
- Get -or- Spray Every Drop[!][™]
- Better Refill with Smart Tube Technology[‡]
- Patented design bottle
- Recyclable bottle
- Small [insert size 16 fl oz and less] -and/or- [Size]
- Smart Tube[®][™] Technology

[‡]experience compared to historical Clorox Spray packaging

- [Peel] [Pull] [Here] [For additional instructions] -or- Peel for additional directions for use -or- Peel for additional directions.

Optional Packaging Recycling Logos:





DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

AVOID PROLONGED BREATHING OF VAPOR

Use in well ventilated areas. Open windows and turn on fans before use. If the vapors bother you, leave the room while this product is working. For sensitive skin or prolonged use, wear gloves. Do not mix with Tilex® Soap Scum Remover -and/or- Tilex® Soap Scum & Bathroom Cleaner -and/or- Tilex® Bathroom Cleaner -or- Clorox Commercial Solutions® Tilex® Soap Scum Remover & Disinfectant.

[Refill only with this product]

Alternate for Refill Bottle:

To Refill [Spray Bottles]:

Remove

1. Remove trigger sprayer -or- cap from empty bottle.

Pour

2. Unscrew cap on refill and pour contents directly into empty bottle.

Use

3. Replace trigger sprayer and use as you normally would.

-or-

[Remove trigger sprayer from empty bottle,
unscrew cap and transfer your trigger to this bottle.]

HOUSEHOLD USE:

For non-foaming trigger:

TO REMOVE MILDEW STAINS: Turn sprayer nozzle to SPRAY -or- ON [position]. Spray, wait until stains disappear and rinse. Heavy mildew buildup may require longer contact time, or two cleanings.

For foaming trigger:

TO REMOVE MILDEW STAINS: Turn nozzle to FOAM -or- FOAM-SPRAY -or- ON [position] -or- [For tough jobs,] turn nozzle to FOAM-STREAM [position] (*trigger has "foam-stream" and "foam-spray" listed on the nozzle*). Spray 6-8 inches from surface until surface is thoroughly covered. Allow foam to deeply penetrate mildew and problem areas. Wipe with a wet sponge or cloth, and rinse. Heavy mildew buildup may require longer contact time, or two cleanings. If excess foam dries on nozzle, rinse with warm water.

For both the foaming and non-foaming triggers:

To Remove Mildew Stains: Spray 6-8 inches from surface until surface is thoroughly covered. Allow foam to deeply penetrate mildew and problem areas. Wipe with a wet sponge or cloth, and rinse. Heavy mildew buildup may require longer contact time, or two cleanings. If excess foam dries on nozzle, rinse with warm water.

TO DISINFECT AND KILL MOLD & MILDEW [AND PREVENT -OR- INHIBIT -OR- CONTROL THE GROWTH] ON HARD, NONPOROUS SURFACES [such as glazed ceramic tile]: Spray surface until thoroughly wet, let stand 5 minutes[, and rinse]. This product kills *Staphylococcus aureus* (Staph), *Streptococcus pyogenes* (Strep), *Trichophyton mentagrophytes* (Athlete's Foot Fungus) and *Aspergillus niger*.

TO KILL MOLD & MILDEW ON HARD, POROUS SURFACES such as grout and cement: Spray surface until thoroughly wet, let stand 10 minutes, and rinse. [Repeat application.]

TO CLEAN SOAP SCUM: Spray, wait a few minutes, wipe with sponge. Heavy soap scum or mildew buildup may need two cleanings. This product may not be able to remove soap scum and mildew embedded in hard water deposits, old grout or silicone caulking. **FOR SOAP SCUM PROBLEMS:** Use Tilex® Soap Scum Remover or Tilex® Soap Scum and Bathroom Cleaner or Tilex Bathroom Cleaner.

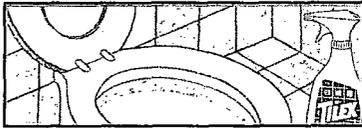
[Works on grout, [bath]tubs, toilets, fiberglass, shower doors, vinyl curtains, counters -or- countertops, sinks, glass, plastic, glazed ceramic tile, unglazed ceramic tile, no-wax floors, basement floors, windowsills, refrigerator seals, and under the sink.]

Rinse immediately after use on rubber, plastic and vinyl. Avoid prolonged contact with metal and old porcelain as this product can react with these materials and leave a "rusty" stain. Do not use on wood or painted surfaces [unless you plan to refinish or repaint them]. [This product may not be able to remove mildew embedded in hard water deposits, old grout or silicone caulking.] [Avoid contact with aluminum, clothes, fabric, carpet or paper surfaces as they will discolor.]

[BIG JOBS: Tilex can effectively clean many household surfaces. For convenience, use the turret top or refill your Tilex sprayer bottle.]

DIRECTIONS FOR USE Continued

WHERE TO USE:



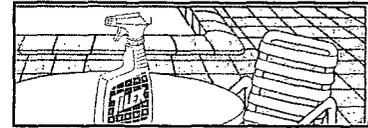
TO CLEAN AND DISINFECT TOILET BOWLS:

Flush toilet and add 1 cup Tilex to bowl. Brush to thoroughly wet all surfaces including under rim. Let stand 5 minutes before flushing.



FLOORS:

Mop washable floors including no-wax floors, linoleum, vinyl and ceramic tile with 1 cup Tilex per gallon of warm water. Rinse for best shine.



TO CLEAN CEMENT POOL AREAS:

Apply liberally (full strength) and rinse. **VINYL AND PLASTIC OUTDOOR FURNITURE:** Sponge on full strength and rinse immediately.

Cleaning/Miscellaneous Claims

[Now -and/or- New[!]] -and/&or- Improved[!]] *to be used as a claim descriptor only for the first 6 months of product on shelf*

- 2-in-1 trigger [option]
- [40oz] [44oz] for the 32oz price!
- All-Spray -or- Easy Spray -or- Empt-Ease -or- Reliaspray -or- Spray-All [Bottle] [Technology]
- Attacking Foam
- Attacks grime [and stains***]
- Bathrooms, sinks and faucets and floor areas
- [Be] [Get] Refill Smart™ [!]
- Bleaches away stains
- Brilliantly cleans [tile, grout[,] [and] surfaces] before your eyes[!]
- Brilliantly whitens [tile, grout[,] [and] surfaces] before your eyes[!]
- Brilliantly whitens [tile, grout[,] [and] surfaces] for an intense clean[!]
- Check out the new price!
- Cheaper than [two] [2] 32 fl oz trigger[s] [sprays]*
- Cleans and Shines
- Clinging Foam
- Commercial solutions
- Contains bleach
- Cuts through -and/or- [starts to] dissolve[s] soap scum [on bathroom surfaces]
- [Deep Penetrating Foam]
- [Deep] [Penetrating] Foam clings to mildew stains
- [Deep] [Penetrating] Foam provides [great] control to reach mildew stains even in cracks -and/or- crevices -and/or- corners
- Dissolves[s] soap scum -and/or- [other] tough [bathroom] soils -and/or- stains
- Dual Action Trigger
- Dual Action Trigger provides spray and foam options -or- settings
- Dual Action Trigger provides spray for [broad] coverage and foam for control
- Easy Drop Delivery -and/or- Refill
- Economy size
- [Economy -or- Convenient] refill
- Extreme Foam
- Fills -or- equal to [two] [2] 32 fl oz trigger[s] [sprays]§
- [Foam] attacks [mildew stains] deep down
- Foam holds -or- stays [long(er)] on tough mildew stains
- [Foam] penetrates soap scum -or- grime [and bleaches away stains]
- Foam Sticks to Mildew Stain[s]
- Foam option -or- setting
- Foam or spray
- Foaming action attacks [mildew stains] deep down [for a powerful clean]
- Foaming Action for a Powerful Clean
- Foaming action with bleach
- Foaming bleach action removes tough mold & mildew stains
- Foaming bleach action removes tough mold -and/or- mildew stains
- Foaming Bleach Action, Scrub Less***
- Foaming trigger [option -or- setting] for a deep clean
- Foaming trigger for control
- Great for outdoor [and indoor] cleaning
- Just spray and wipe; no scrubbing required!
- Last Drop Access
- Lavender [Scent -or- fragrance] -or- Meadow [Fresh][scent -or- fragrance] -or- Floral [scent -or- fragrance] -or- Spring [Mint -or- Mist] [scent -or- fragrance] -or- [Fresh] Mint [scent -or- fragrance]
- Learn more at [Tilex.com] [CleanFreak.com] [proudtobeacleanfreak.com] [friendsofclean.com] [proudtoclean.com]
- [Leaves] [Has] a [new] [pleasing] [pleasant] [refreshing] [fresh] [light] scent -or- [Now] with a [new] [pleasing] [pleasant] [refreshing] [fresh] [light] scent
- Lemon Fresh Fragrance
- Lemon -or- Citrus [Fresh] [scent -or- fragrance]
- Leaves no residue
- Low price [compared to our previous 32 oz price]!
- Mama's got the magic of Clorox™

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Cleaning/Miscellaneous Claims continued

[Now -and/or- New(!) -and/&or- Improved(!)] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- More Savings, Less Waste(!) ‡‡
- New -and/or- [Improved] Thicker Foam
- New Look!
- [New Look!] Same [insert ABM] -or- [Great] [Powerful] [Bathroom] Cleaner
- [New Look!] [Same] Great -or- Powerful [Bathroom] Cleaner
- No Waste -or- Wasteless Bottle
- Not just for deep cleaning; for [the] everyday [use]
- [Now] choose Foam or Spray
- Powerful clean with less scrubbing***
- Powerful Cleaning Foam
- Powerful foaming action to clean
- Refreshing [scent -or- fragrance -or- Breeze -or- Breeze scent -or- Breeze fragrance -or- Fresh [scent -or- fragrance]] -or- Breeze Fresh [scent -or- fragrance] -or- Fresh -or- Light [scent -or- fragrance] -or- Rain Clean [scent -or- fragrance]
- Sudsing -or- foaming action
- [Now] available in [this -or- a] convenient refill so you can reuse your trigger
- [Over] [insert %] more for the same price [as the 32 oz]
- Plus [with] Clorox® Bleach
- Powers through soap scum -and/or- grime(!)
- Same [great] [Tilex] performance, [insert %] lower price [compared to our previous price]!
- Same [great] [Tilex] performance, now [insert %] cheaper [compared to our previous price]!
- Same [great] [Tilex] performance, now better value [compared to our previous price]!
- Saves a shopping trip ††
- See it and believe it
- See the difference [Tilex makes]
- Six -or- 6 month supply(!) ††
- Thick Foam
- Two Ways to Clean
- Up to [a] 30% [discount] [cheaper] [free](!) *
- [Use as a] multi-surface cleaner
- [Use as a] [Pourable] refill for this product
- [Use as a] [Pourable] refill for this multi-surface cleaner
- Use beyond the bathroom for cleaning -or- Use for cleaning beyond the bathroom
- [Value] [Economy] [Budget] size -or- refill
- [Value] [multi] [twin] pack
- Watch Tilex clean
- With bleach



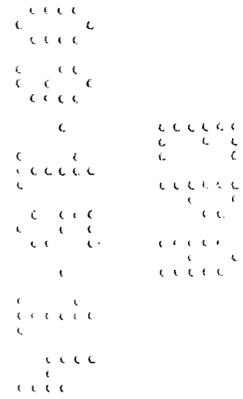
* [when compared to] [vs.] 32 fl oz Tilex® trigger [spray] in most stores, based on average retail price -and/or- volume

*** mold & mildew stains

†† [when compared to] [vs.] purchasing one 32 fl oz Tilex® trigger spray

‡‡ 40% -or- __% less plastic [when compared to] [vs.] [in comparison to] two -or- 2 32 fl oz -or- 2 __ fl oz Tilex® trigger sprays

§ of this product



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Pesticidal Claims

[Now -and/or- New(!) -and/&- Improved(!)] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- All in one cleaner, disinfectant[,] [and -or- &] mold remover -or- killer
- All in one cleaner, disinfectant, [,] [and -or- &] mold growth inhibitor -or- blocker -or- eliminator
- All in one cleaner, disinfectant, [mold] [and] [remover -or- killer and] growth inhibitor -or- blocker -or- eliminator.
- All in one cleaner, disinfectant & -or- and mold remover -or- killer -or- eliminator
- Cleans, removes -or- kills -or- treats -or- fights and blocks -or- prevents -or- inhibits -or- eliminates mold & mildew [growth]
- Cleans, removes -or- kills -or- treats -or- fights -or- eliminates & prevents -or- inhibits -or- blocks mold [growth] [while it cleans] [at the same time]
- Cleans -or- removes and kills -or- treats -or- fights -or- eliminates mold [while it cleans] [at the same time]
- Combines cleaners and bleach to clean and kill -or- remove -or- fight -or- treat mold
- Destroys mold and mildew in [just] 5 minutes
- Destroys mold, mildew and bacteria [in just 5 minutes]
- Disinfects [as it cleans big jobs]
- Disinfects as it kills [destroys] [eliminates] [wipes out] [removes] mildew
- Disinfects as it kills [destroys] [eliminates] common household mold, mildew and bacteria
- Disinfects with bleach
- Each use -or- application lasts for 1 week^Y -or- 7 days^Y -or- for as long as -or- up to 1 week^Y -or- 7 days^Y
- Each use -or- application lasts for as long as -or- up to 4 weeks^Y -or- 3 weeks^Y -or- 2 weeks^Y -or- 1 week^Y -or- 7 days^Y
- Easily removes mildew, mold and bacteria from grout and also quickly destroys and kills them in hard-to-clean areas such as caulking, corners and crevices, without scrubbing
- Easily removes tough mildew and mold from grout
- Eliminates mold and mildew in [just] 5 minutes
- Eliminates mold, mildew and bacteria [in just 5 minutes]
- Even mold isn't too tough for Tilex -or- **(insert alternate brand name here)!**
- Get rid of mold
- Got Mold? Kill [Destroy] [Eliminate] [Wipe out] [Remove] it with Tilex -or- **(insert alternate brand name here)!**
- Keeps mold [& mildew] from growing for 1 week^Y -or- 7 days^Y -or- for up to -or- as long as 1 week^Y -or- 7 days^Y
- Keeps mold [& mildew] from growing for up to -or- as long as 4 weeks^Y -or- 3 weeks^Y -or- 2 weeks^Y -or- 1 week^Y -or- 7 days^Y
- Keeps mold from [reappearing] [re-growing]^Y
- Kills 99.9% of mold & mildew and keeps -or- prevents it -or- growth from coming back [for 1 week^Y -or- 7 days^Y] -or- [up to -or- as long as 1 week^Y -or- 7 days].^Y
- Kills 99.9% of mold & mildew and keeps -or- prevents it -or- growth from coming back for up to -or- as long as 4 weeks^Y -or- 3 weeks^Y -or- 2 weeks^Y -or- 1 week^Y -or- 7 days.^Y
- Kills [99.9%] of germs†††
- Kills CA-MRSA**
- Kill, clean and block mold and mildew [growth] [with one cleaner].
- Kill, clean and eliminate mold and mildew [growth] [with one cleaner].
- Kill, clean and inhibit mold and mildew [growth] [with one cleaner].
- Kill, clean and prevent -or- inhibit mold and mildew [growth] [with one cleaner].
- Kills [Destroys] [Eliminates] [Wipes out] [Removes] mold, mildew and bacteria as it cleans
- Kills [Destroys] [Eliminates] [Wipes out] [Removes] visible mold
- Kills [Destroys] [Eliminates] 99.9% of household molds
- Kills [Destroys] [Eliminates] 99.9% of household mold[s] and mildew [in just 5 minutes]
- Kills [Destroys] [Eliminates] and removes mold and mildew
- Kills [Destroys] [Eliminates] mildew without scrubbing
- Kills [Destroys] [Eliminates] mold and mildew
- Kills [Destroys] [Eliminates] tough mildew without scrubbing
- Kills [Destroys] [Eliminates] tough mold and mildew without scrubbing
- Kills [Destroys] [Eliminates] tough mold, mildew and bacteria in just 5 minutes
- Kills [Eliminates] and destroys mold and mildew
- Kills mold and mildew in [just] 5 minutes
- Kills mold, mildew and bacteria [in just 5 minutes]
- Kills most common household molds
- Kills -or- eliminates -or- destroys [99.9% of] flu virus†††
- Kills the mold [& -or- and mildew] you see and even what you don't -or- that you don't
- Lifts off and cleans soap scum to penetrate, kill and destroy mold, mildew and bacteria
- Mold is alive. Kill [Destroy] [Eliminate] [Wipe out] [Remove] it with Tilex -or- **(insert alternate brand name here)!**
- Mold Killer†
- Mold killer & [growth] inhibitor -or- blocker -or- preventer^Y
- Not only destroys mold and mildew, but also destroys and removes the mold spores
- [One -or- 1 week -or- Seven -or- 7 days] -or- [Up to -or- As long as 1 week -or- 7 days] mold [& -or- and mildew] [growth] prevention^Y -or- 1 week -or- 7 days of mold [& -or- and mildew] [growth] prevention^Y
- Not only eliminates mold and mildew, but also destroys and removes the mold spores
- Not only kills mold and mildew, but also destroys and removes the mold spores
- Penetrates to eliminate and destroy tough mold, mildew and bacteria at its source
- Penetrates to kill and destroy tough mold, mildew and bacteria at its source
- Prevents mold [& mildew] [growth] from resurfacing^Y
- Proven to kill most common household molds!
- Spray -or- Use weekly to help keep mold [& -or- and mildew] away^Y
- The right combination of cleaners and bleach to clean and kill -or- remove -or- fight -or- treat mold
- The right combination of cleaners and bleach to kill and prevent mold [growth]
- Proven to kill most common household molds!

Pesticidal Claims continued

[Now -and/or- New[!] -and/&-or- Improved[!]] **to be used as a claim descriptor only for the first 6 months of product on shelf**

Single dagger symbol will be use before the fungi listed in the claim below when the claim "Mold Killer†" is used on the label.

- This product kills Staphylococcus aureus (Staph) [ATCC 6538], Streptococcus pyogenes (Strep) [ATCC 9342], †Trichophyton mentagrophytes (Athlete's Foot Fungus) [ATCC 9533], †Aspergillus niger (mildew) [ATCC 6275], †Aspergillus brasiliensis (**tested as Aspergillus niger**) (mildew) [ATCC 16404], Salmonella enterica (**tested as Salmonella choleraesuis**) (Salmonella) [Influenza A virus] [ATCC 10708], Pseudomonas aeruginosa (Pseudomonas) [ATCC 15442], †Penicillium chrysogenum (Penicillium) [ATCC 10106], †Alternaria alternata [ATCC 6663], †Cladosporium herbarum [ATCC 28987], †Mucor bainieri [ATCC 42642], Community Associated Methicillin resistant Staphylococcus aureus [CA-MRSA**] [NARSA NRS123] [Genotype USA 400] -or- CA-MRSA**, Community Associated Methicillin resistant Staphylococcus aureus [CA-MRSA**] [NARSA NRS384] [Genotype USA 300], Escherichia coli O157:H7 [ATCC 35150], ESBL (Extended Spectrum Beta Lactamase) producing Escherichia coli (ESBL producing E. coli) [ATCC BAA-196]

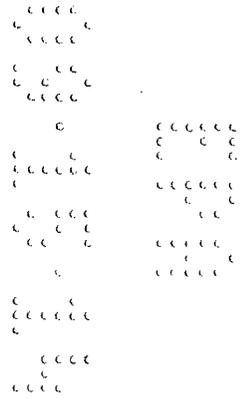
- Tilex -or- (**insert alternate brand name here**) doesn't just clean [the] stains, it kills [destroys] [eliminates] [wipes out] [removes] [the] mold!
- Up to -or- as long as one -or- 1 week^Y -or- 7 days^Y mold [& -or- and mildew] [growth] prevention^Y -or- Up to one -or- 1 week^Y -or- 7 days^Y of mold [& -or- and mildew] [growth] prevention^Y
- Up to -or- as long as 4 weeks^Y -or- 3 weeks^Y -or- 2 weeks^Y -or- 1 week^Y -or- 7 days^Y mold [& -or- and mildew] [growth] prevention^Y -or- Up to 4 weeks^Y -or- 3 weeks^Y -or- 2 weeks^Y -or- 1 week^Y -or- 7 days^Y of mold [& -or- and mildew] [growth] prevention^Y
- Use regularly to eliminate -or- prevent traces of mold [& mildew] [growth]^Y
- Use this product weekly to kill -or- fight mold before it stains^Y
- Use weekly to block -or- prevent -or- inhibit -or- eliminate mold [& -or- and mildew] [growth]^Y
- Works [Kills mold] on all [hard, porous and nonporous] bathroom surfaces
- Your mold [& -or- and mildew] defense.
- You've got mold. Kill [Destroy] [Eliminate] [Wipe out] [Remove] it with Tilex -or- (**insert alternate brand name here**).

** Community Associated Methicillin Resistant Staphylococcus aureus

†† Staphylococcus aureus [(Staph)], Salmonella enterica, Trichophyton mentagrophytes [(Athlete's Foot Fungus)]
[,Influenza A virus]

††† Influenza A virus

^Y Based on lab test -or- Based on lab testing



Note: ***Bold, italicized text is information for the reader and is not part of the label.*** [Bracketed information is optional text.] Highlighted text is new. Strike-through (text) means removed.
R1239310

Pandemic 2009 H1N1 Influenza A virus***

[Now -and/or- New[!] -and/&or- Improved[!]] ***to be used as a claim descriptor only for the first 6 months of product on shelf***

Standard 2009 H1N1 Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (***Product Name***) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.

- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

*** per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" www.epa.gov/oppad001/h1n1-guide.html

Alternate 2009 H1N1 Claims:

- Kills [2009] H1N1 [Flu Virus]
- Kills Germs -and/or- Flu Viruses [including [2009] H1N1]

- Kills [99.9%] of Germs including [2009] H1N1 [Flu Virus]
- Effective against [2009] H1N1 [Flu Virus]

For use with Formulas A07, A09, A12, A13, A15, A17 and A19 and foaming trigger:

- Attacks mildew at its roots
- Gets into and eliminates mildew even in hard to clean places – without scrubbing
- Kills mold and mildew at its roots
- Kills mold and mildew in hard to clean areas [places] [such as caulking, corners, crevices, cracks]

- Penetrates to kill and destroy tough mold, mildew and bacteria at its source
- Penetrates to kill mildew in hard to clean places
- [Seeks out and] kills mildew at its roots
- This product has a penetrating foam that seeks out and kills mildew even in tile grout, caulking and corners
- With [Deep] [Penetrating] Foam

